

Overview of e-commerce in Czechia



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Outline of the lecture



- ❑ Introduction to e-commerce
- ❑ E-commerce statistics in the Czech Republic
- ❑ TOP samples of Czech e-shops



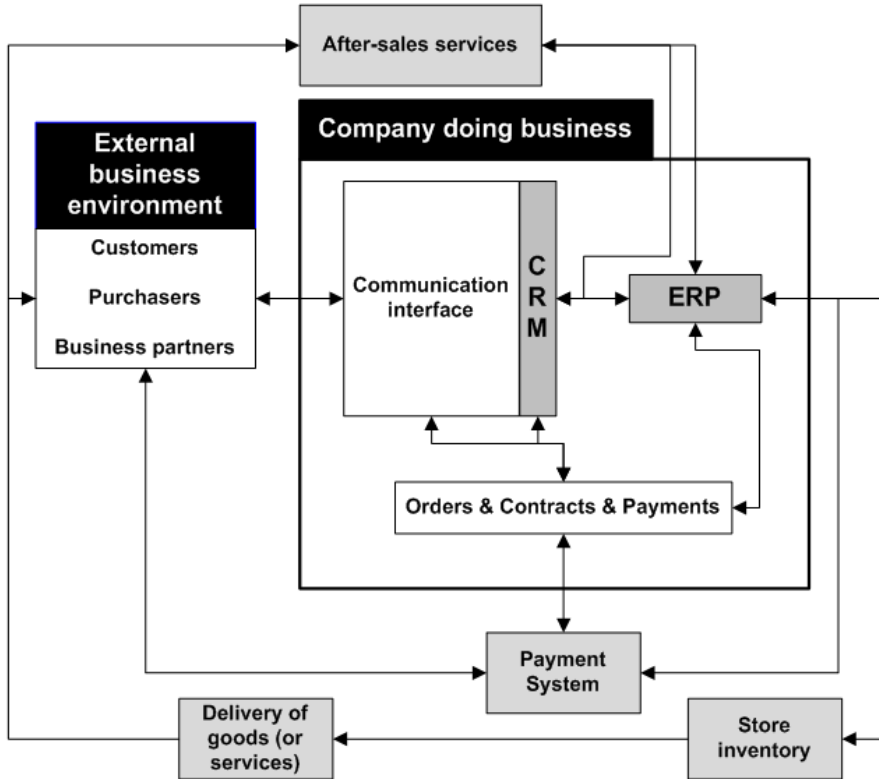
- ❑ The history of ecommerce begins with the first ever online sale: on the August 11, 1994 a man sold a CD by the band Sting to his friend through his website NetMarket, an American retail platform. This is the first example of a consumer purchasing a product from a business through the World Wide Web—or “ecommerce” as we commonly know it today.
- ❑ According to (Velmurugan & Narayanasamy, 2008) e-commerce is defined as an attempt to increase transactional efficiency and effectiveness in all aspects of the design, production, marketing and sales of products or services for existing and developing marketplaces through the utilization of current and emerging electronic technologies.



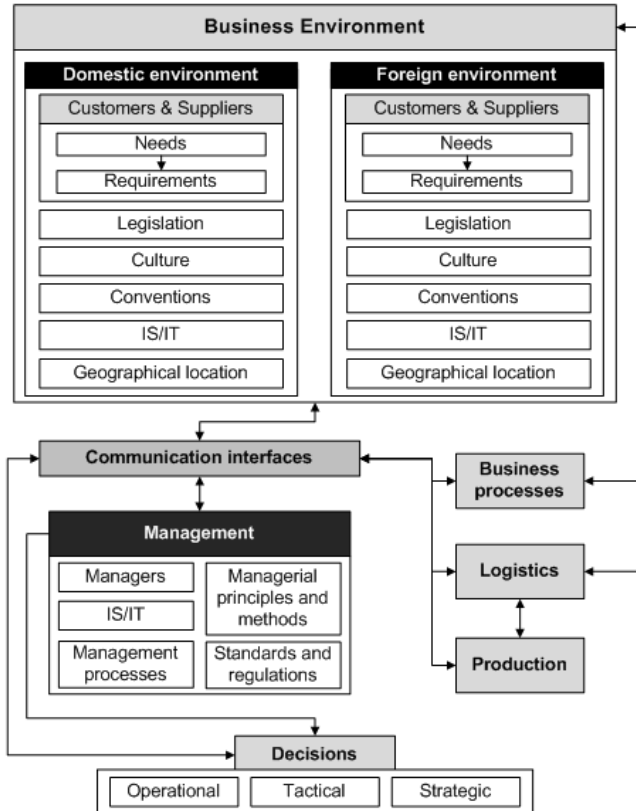
Major Ecommerce Business Classifications

- B2B: Business to Business Ecommerce
- B2C: Business to Consumer Ecommerce
- C2C: Consumer to Consumer Ecommerce
- C2B: Consumer to Business Ecommerce
- Government / Public Administration Ecommerce

Introduction to e-commerce



Introduction to e-commerce



E-commerce statistics in the Czech Republic



- ❑ The Czech eCommerce market is among the fastest growing within Europe.
- ❑ According to the Czech Association for Electronic Commerce, the market was worth more than \$8 billion in 2022.
- ❑ Approximately 54 percent of the total Czech population shops online. eCommerce now holds a 16 percent share of total retail in the market.
- ❑ This means that user penetration in this market is 54% in 2020 and is predicted to reach 65.1% by 2025.
- ❑ All top ecommerce sites are based in the Czech domain.

E-commerce news in Czechia - Allegro



- ❑ Allegro, a prominent e-commerce platform in Poland, serves as a relevant case study for understanding regional dynamics in e-commerce.
- ❑ Allegro has been compared to other international platforms like Amazon, showcasing how local platforms can thrive by catering to specific market needs.
- ❑ The acquisition of the Mall Group, a Czech e-commerce holding, by Allegro underscores the growing influence of regional players in the broader European market

E-commerce news in Czechia - Temu

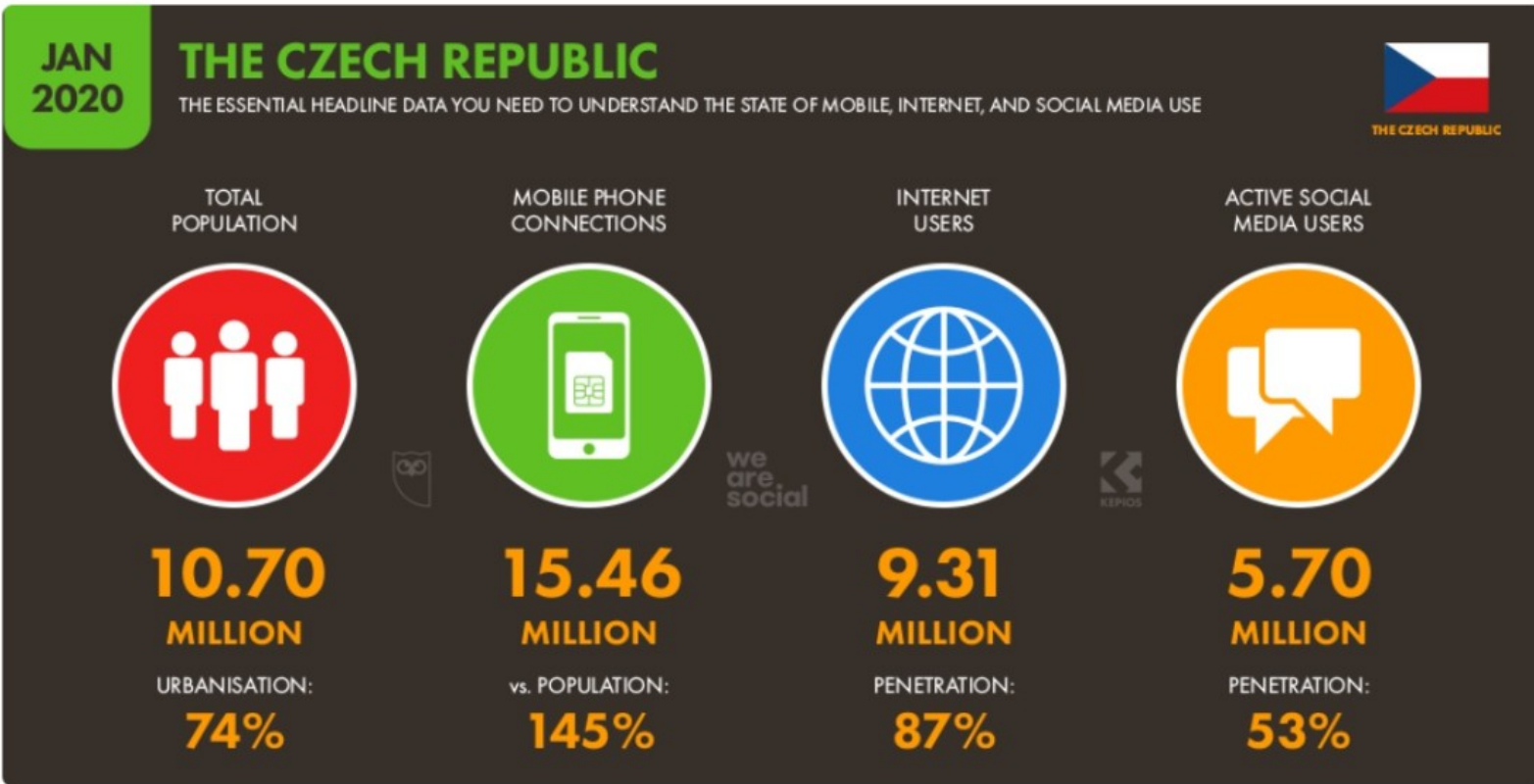


- ❑ Temu is another emerging player in the e-commerce sector, has gained attention for its unique business model and competitive pricing strategies.
- ❑ While specific references to Temu in the Czech context are limited, its operational strategies reflect broader trends in e-commerce where platforms focus on affordability and consumer engagement to capture market share.
- ❑ The competitive landscape in the Czech Republic is thus shaped by both local and international players, each vying for consumer loyalty through innovative practices and tailored offerings

E-commerce statistics in the Czech Republic



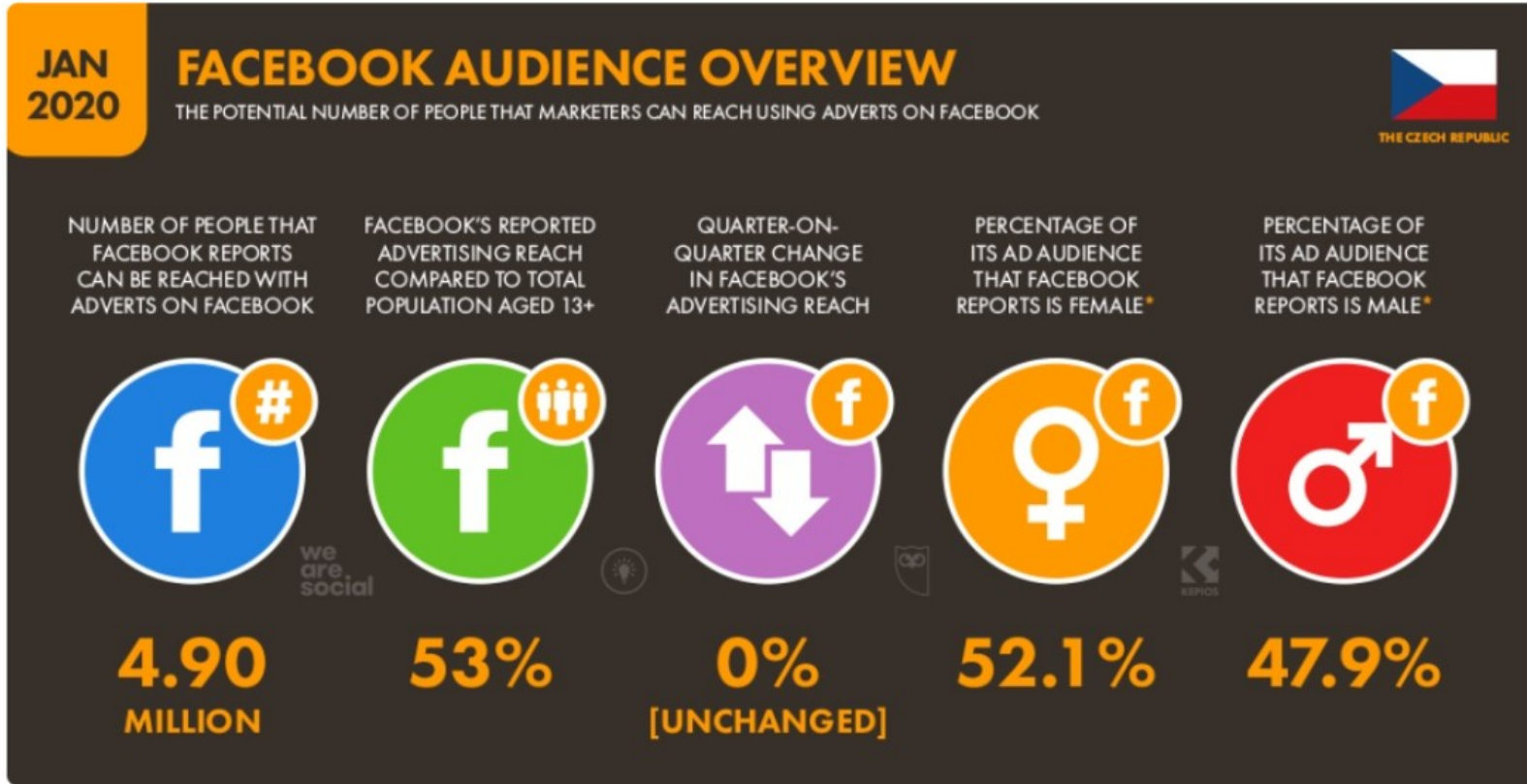
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E-commerce statistics in the Czech Republic

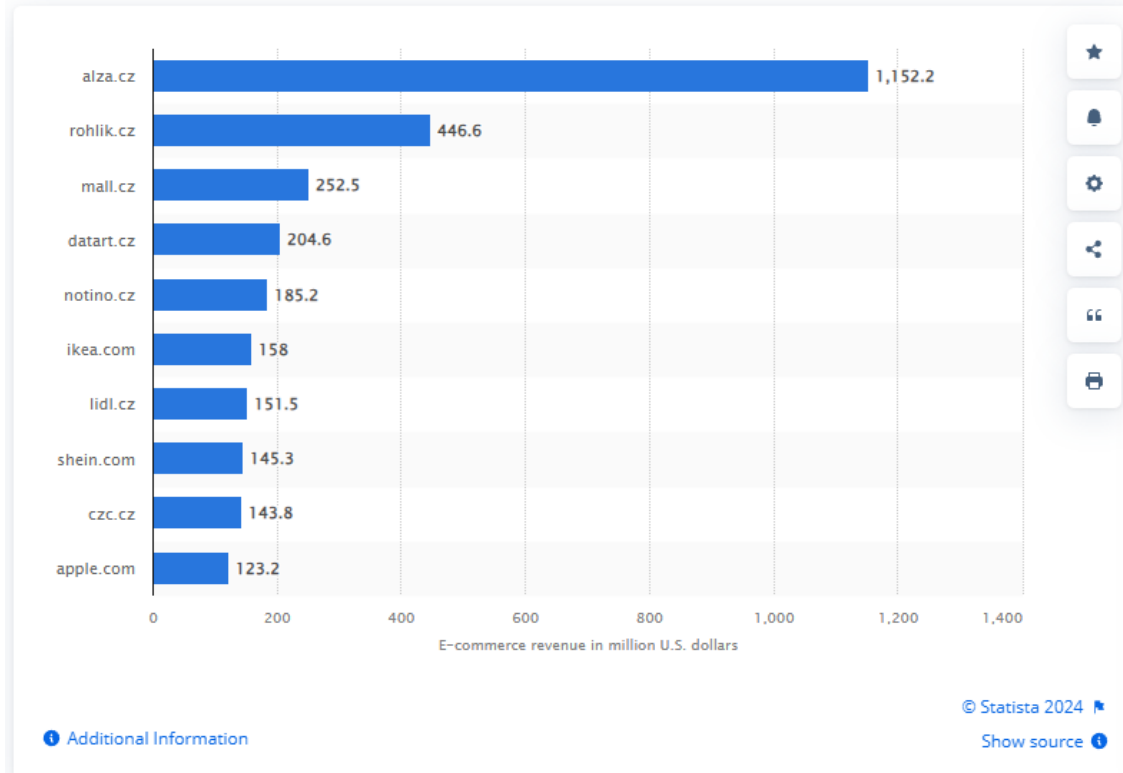


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Top online stores in 2023, by e-commerce net sales

(in million U.S. dollars)

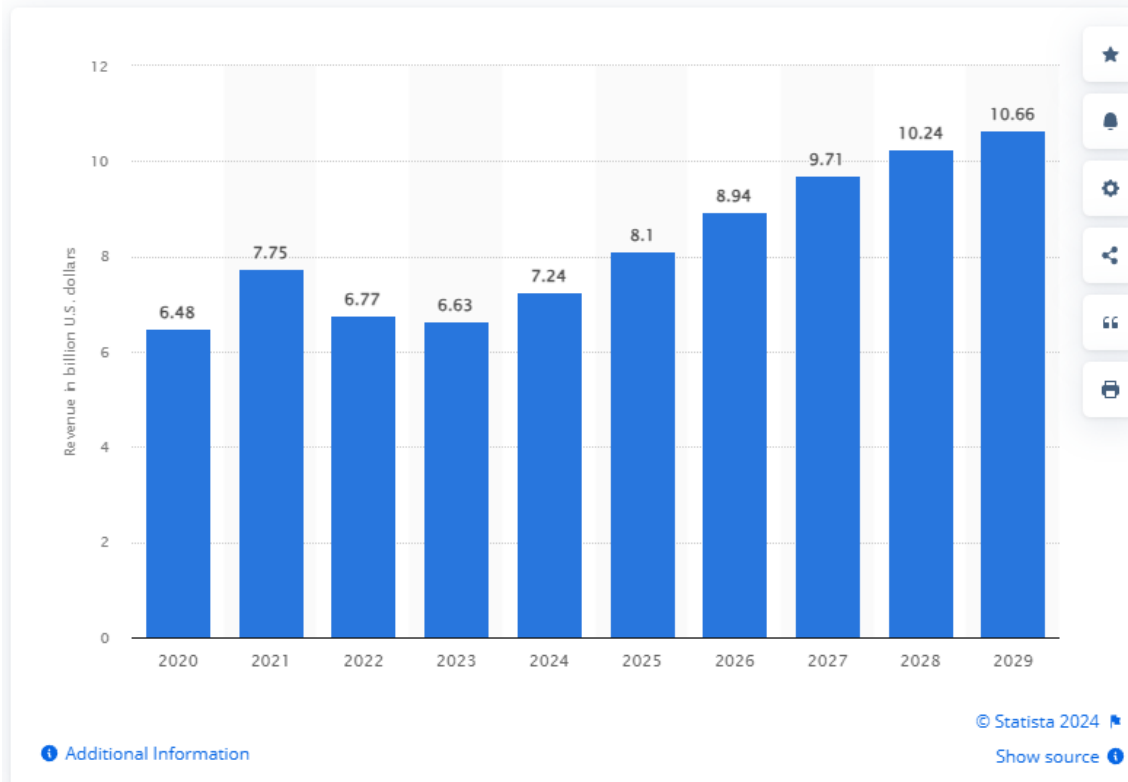


Revenue of the e-commerce market in from 2020 to 2029

(in million U.S. dollars)



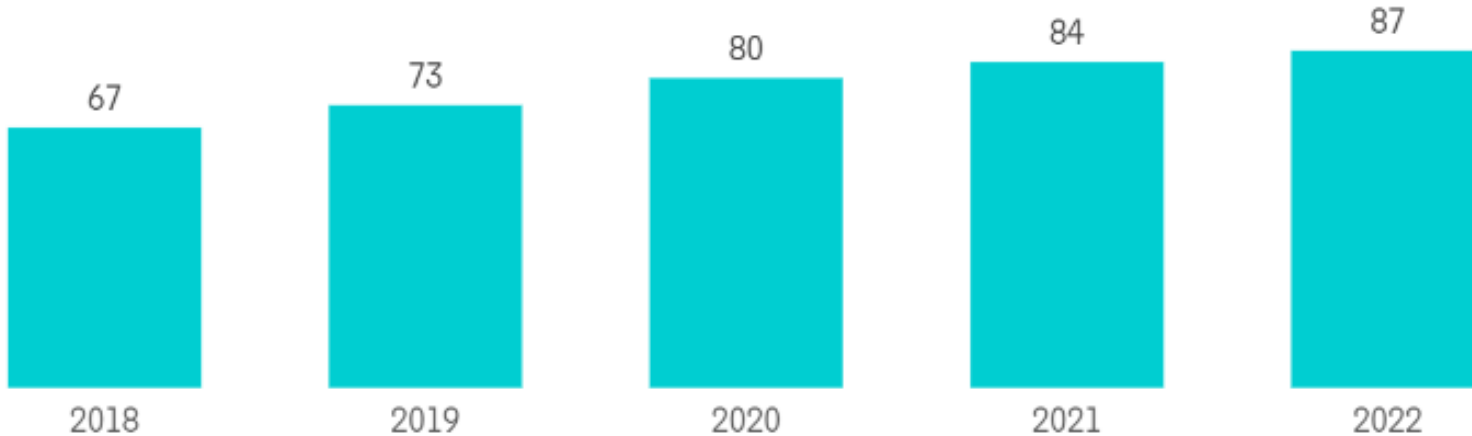
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E-commerce statistics in the Czech Republic



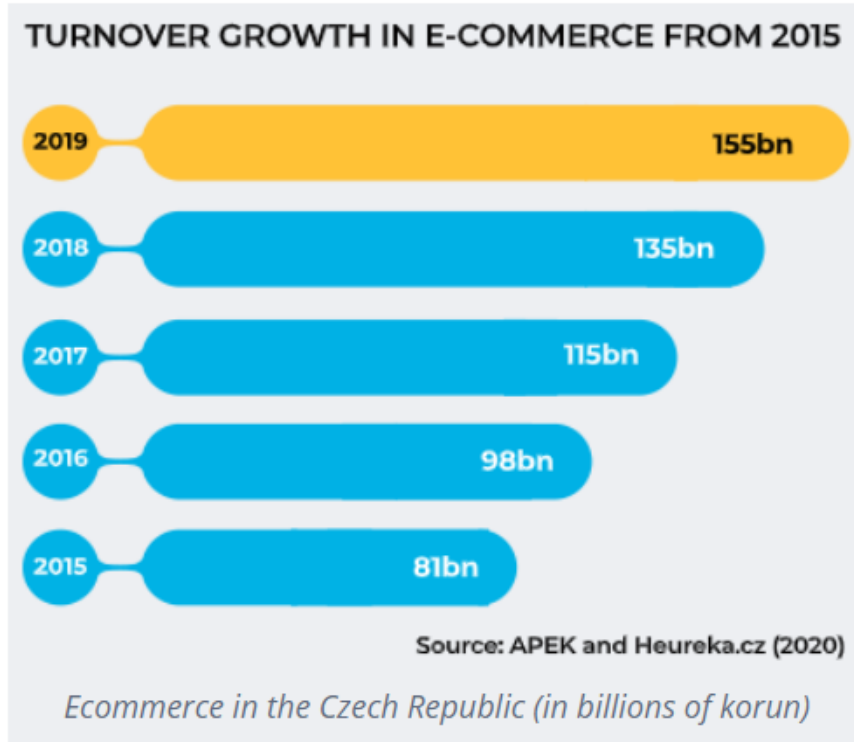
Percentage Share of people shopping online in Czech (2018-2022)



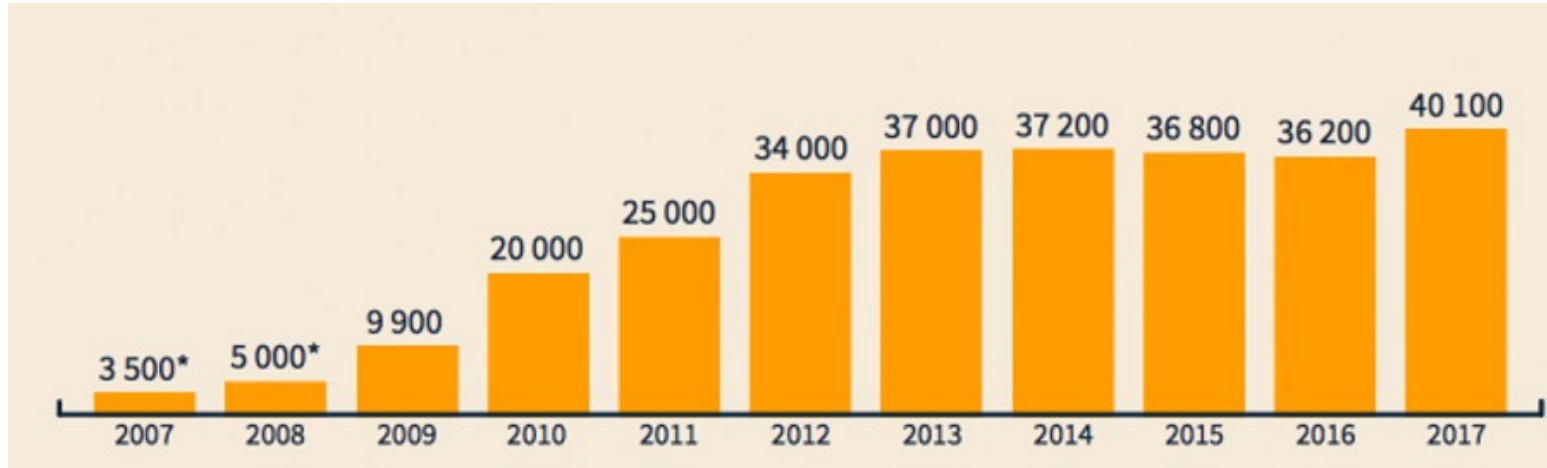
Source: Eurostat




E-commerce statistics in the Czech Republic

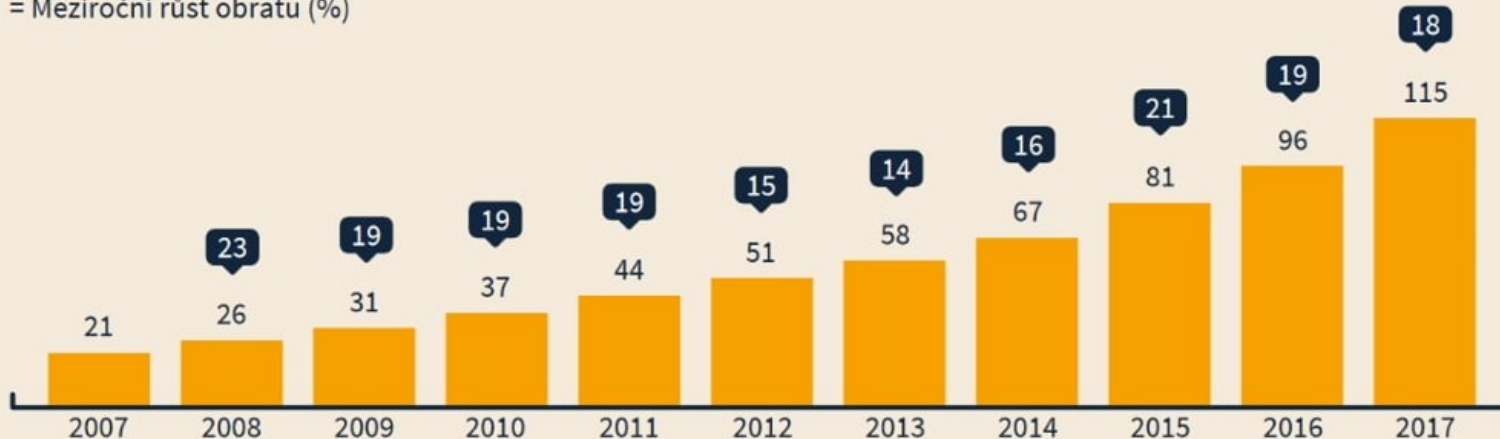


NUMBER OF E-SHOPS



TURNOVER GROWTH

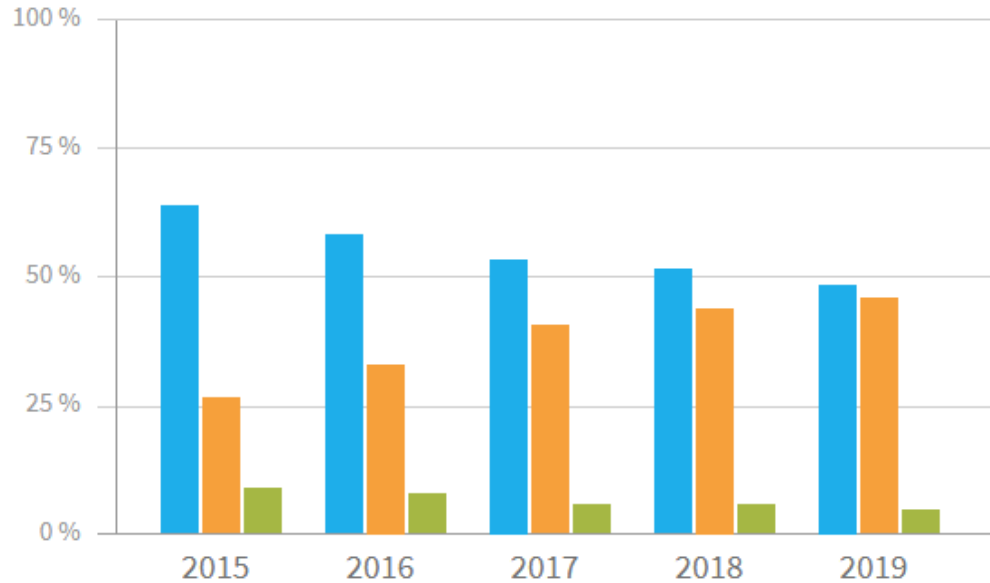
 = Meziroční růst obrátu (%)



E-commerce statistics in the Czech Republic



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49 %
Desktop



47 %
Mobil



4 %
Tablet

E-commerce statistics in the Czech Republic



Druhy plateb

Jakým způsobem zákazníci v e-shopech platí nejraději?



Dobírka

47 % ↓



Online platba kartou

24 % ↑



Bankovní převod

22 % ↑



Osobně

7 % ↑

Druhy doprav

Zajištění logistiky zboží je pro každý e-shop zásadní. Které dopravní společnosti v Česku hrají prim?

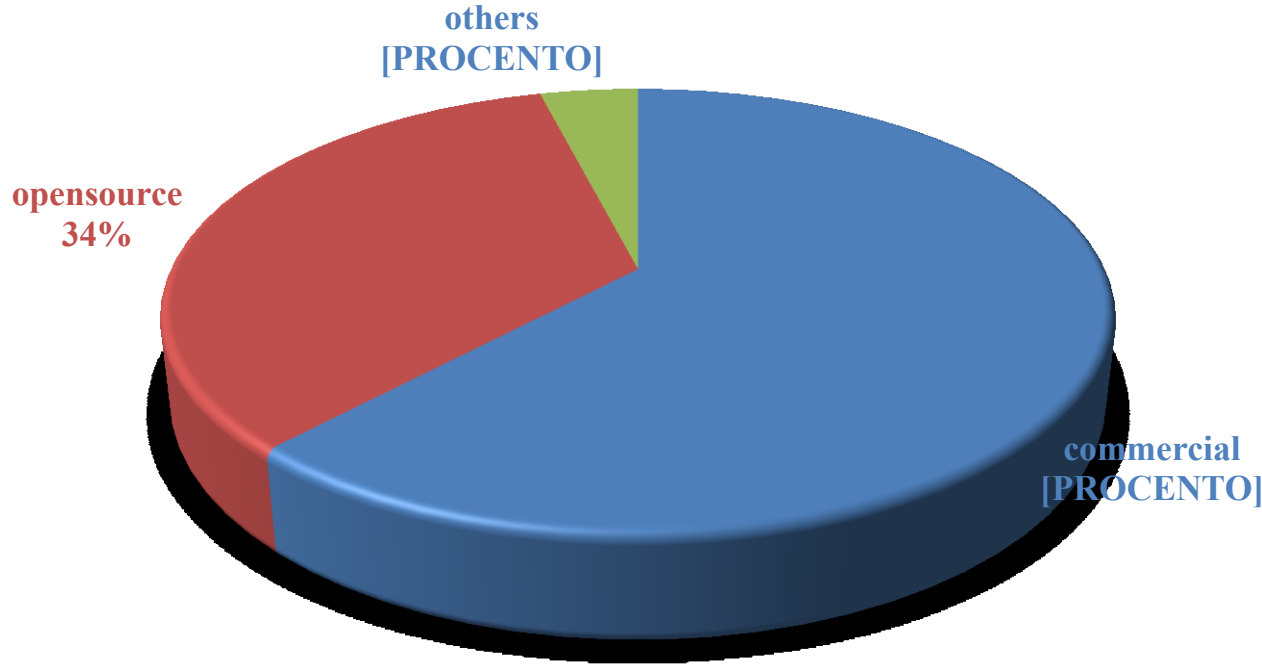


Source: <https://www.ceska-ecommerce.cz/>

E-commerce statistics in the Czech Republic



E-COMMERCE TOOLS



The largest e-shops in the Czech Republic by sales



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1. Alza	26,6 mld. Kč
2. Rohlik	10,3 mld. Kč
3. Datart	9,7 mld. Kč
4. Mall	8,5 mld. Kč
5. Lidl-shop	4,2 mld. Kč
6. CZC	4,1 mld. Kč
7. Notino	4 mld. Kč
8. Allegro	3,9 mld. Kč
9. Tesco	3 mld. Kč
10. Ikea	3 mld. Kč

The largest e-shops in the Czech Republic by sales



11. Košík	2,9 mld. Kč
12. Apple	2,5 mld. Kč
13. Dr. Max	2,5 mld. Kč
14. Shein	2,1 mld. Kč
15. Tesla	2 mld. Kč
16. Sportisimo	2 mld. Kč
17. T.S. Bohemia	2 mld. Kč
18. Zalando	1,9 mld. Kč
19. Amazon	1,8 mld. Kč
20. Benu	1,6 mld. Kč

TOP samples of Czech e-shops



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The screenshot displays the Alza.cz website interface. At the top left is the Alza.cz logo. A search bar contains the text "Co hledáte? Např. kabel AlzaPower...". To the right of the search bar are navigation icons: a user profile icon labeled "Moje Alza Přihlásit se", a checkmark icon, a heart icon, a Czech flag icon, and a shopping cart icon.

The main content area features several promotional banners:

- Xiaomi 14T řada**: CO-ENGINEERED WITH Leica. "Mistr světla, vládce noci | Získej zvýhodnění až 3 500 Kč a sluchátka Xiaomi Buds 5 jako dárek za recenzi!". Includes a "Více" button, "Novinka" (New) badge, "Doprava zadarmo" (Free shipping) badge, and a "0% KUPITELSKÝ NÁVŠTĚV" (Buyer's discount) badge. Text below: "Poskytovatelem financování je Home Credit a.s."
- Sleva 5 až 30 % IT alza dny na herní a IT výbavu**: Includes a "Více" button.
- Čas na nový PlayStation 5 Pro**: Předobjednej nyní! Datum vydání 7. 11. 2024. Includes a "Více" button.
- Xiaomi Mix Flip**: CO-ENGINEERED WITH Leica. "Flipstic | Získej zvýhodnění až 2 500 Kč a sluchátka Xiaomi Buds 5 jako dárek za recenzi!". Includes a "Více" button, "Novinka" badge, "Doprava zadarmo" badge, and "0% KUPITELSKÝ NÁVŠTĚV" badge. Text below: "Poskytovatelem financování je Home Credit a.s."

On the left side, there is a vertical navigation menu with categories: Alza dny - IT, AlzaPlus+ slevy, Mobily, chytré hodinky, tablety, Počítače a notebooky, Gaming, hry a zábava, TV, foto, audio-video, Velké spotřebiče, Domácí a osobní spotřebiče, Kuchyňské a domácí potřeby, Dům, dílna a zahrada, Hračky, pro děti a miminka, Drogerie, Kosmetika, parfémů a krása, Chovatelské potřeby, Sport a outdoor, Auto-moto, Kancelář a papírnictví, and Knihy, hudba, filmy a poukazy.

Below the main banners, there is a section titled "To nejlepší z Apple produktů" with a "Více" button. It features a row of Apple watches, including several NEO PROHÁJEM models and a standard Apple Watch.

TOP samples of Czech e-shops



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The screenshot shows the homepage of the DATART e-commerce website. At the top, there is a dark blue navigation bar with the DATART logo on the left, 'Prodejny Akce' in the center, a search bar with the placeholder text 'Napište, co chcete hledat...' and a 'Hledat' button on the right, and a 'ÚSPORNÉ SPOTŘEBIČE' badge. Below the navigation bar is a horizontal menu with categories: 'TV, foto, audio video', 'Telefony', 'Chytré produkty', 'Notebooky a IT Technika', 'Herní zóna', 'Velké spotřebiče', 'Malé spotřebiče', 'Péče o tělo a zdraví', 'Elektromobilita', 'Osvětlení', 'Příslušenství', and 'Dům, dílna, zahrada, auto'. The main content area features a large banner for ZAGG screen protectors with the headline 'OCHRAŇTE SVŮJ DISPLEJ' and a sub-headline 'Nalepení ochranné fólie na počkání'. To the right of the banner is a vertical sidebar with three icons: a handshake for 'DATART PRO podnikání', a magnifying glass for 'Rádce DATART', and a percentage sign for 'Aktuální akce'. Below the banner is a row of brand logos: Apple (Autorizovaný prodejce), SAMSUNG, hp, LG, Canon, and Miele, followed by a 'Další značky' link. At the bottom, there is a section for 'Články a recenze' with links to 'Další články', 'Jak na to', 'Další rady', and 'TOP technologie'.

TOP samples of Czech e-shops



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The screenshot displays the Rohlík.cz website interface. At the top, a blue navigation bar contains promotional messages: 'Doprava zdarma, garance závozu do 5 hodin od objednání', '4x měsíčně nákup bez minimální výše objednávky', '15 % sleva na produkty značky BEZ KOMPROMISU', and a 'Vyzkoušejte Premium' button. Below this is a search bar with the text 'Hledat název, kategorii nebo recept' and a 'HLEDAT' button, alongside a 'Účet' button. A horizontal menu lists various product categories: 'Cenové trháky', 'Zachraň a ušetř', 'Záruka nejnižší ceny', 'Množstevní akce', 'Boží kraj, boží jídlo', 'Naše značky', and 'Zobrazit více'. A secondary green menu lists categories: 'Ovoce a zelenina', 'Mléčné a chlazené', 'Maso a ryby', 'Pekárna a cukrárna', 'Uzeniny a lahůdky', 'Mražené', 'Plant Based', 'Trvanlivé', 'Nápoje', 'Speciální výživa', 'Drogerie a kosmetika', 'Domácnost a zahrada', 'Dítě', 'Zvíře', and 'Lékárna'. The main content area features three promotional banners. The largest banner on the left shows hands holding fresh carrots with the text 'UŽ ŽÁDNÉ FRONTY, ČERSTVOST MÁTE NA DOSAH' and 'NEPLAŤTE, POKUD NEBUDETE SPOKOJENI', with a 'Ochutnejte čerstvost!' button. To its right is a green banner for 'SLEVY AŽ 55 %' with a 'Nakoupím výhodně!' button. Below that is a banner for 'PRVNÍ PODZIMNÍ NOVINKY NA ROHLÍKU' with a 'Jdu si pro ně!' button. At the bottom, there are three smaller promotional tiles: one for 'DOPŘEJ SI NEODOLATELNÝ POŽITEK' featuring M&M's products, one for 'Získejte s Mastercard® 200 Kč kredit na Rohlík.cz', and one for 'novinka' featuring 'CHRÁNÍ NEVINNÉ DĚTSKÉ ÚSMĚVY' with Sensodyne KIDS toothpaste.

TOP samples of Czech e-shops



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SPORTISIMO



Kategorie



Klubová nabídka



Dárková karta



Hledat sport, boty, oblečení...

Hledat



Obilíbené



Košík



Menu

new balance

Na trénink i procházku

Boty pro každý den

[Obout se](#)

Outdoor, camping	Outdoorové oblečení do přírody	Trekové boty	Vycházkové boty	Sálové boty do tělocvičny
Barefoot boty	Studentské a školní batohy	Dětské boty	Trička	Mikiny
Kalhoty	Sportovní soupravy	Bundy	Běh	Fotbal

TOP samples of Czech e-shops



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NOTINO Hledej parfém, kosmetiku, značku... Košík

Akce Parfémy Líčení Vlasy Pleť Tělo Zuby Matka a Dítě Muži Dermokosmetika Zdraví Vůně do bytu Elektronika Značky Inspirace Salony Premium

Okouzující aroma
s 15% slevou na parfémy
a bytové vůně s kódem **fra15**
+3 % v appce

Privonět

Fragrance month

Sleva platí od 23. do 29. 9. 2024 a nevztahuje se na produkty v akci, ve výprodeji a na značku Byredo.

rabanne

Kiehl's
SINCE 1851

DIOR

VERSACE

HERMES

YVES SAINT LAURENT



rabanne
MILLION
GOLD

NOVINKA OD RABANNE
S DOPRAVOU ZDARMA A DÁRKEM
K NÁKUPU ZNAČKY NAĐ 1 800 Kč

PROZKUMAT

NOVELLISTA

Sleva 15 %

s kódem **fra15** a navíc
zápisník jako dárek
při nákupu produktů
značky NOVELLISTA

NAKOUPIIT



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***THANK YOU FOR YOUR
ATTENTION***



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